

# 7/THE REGULATING PLAN

Land development regulations are arguably the most frequently used, day-to-day tool in implementing a plan such as this one. Project decisions are made incrementally and on an individual basis. Aside from capital investments, though, the regulating plan provides the essential framework for implementation. This chapter provides a general guide for that framework for future zoning, site development, and future policy decisions on the 71B corridor. It refers to and corresponds directly with the Illustrative Plan and Transportation Framework Plan which are part of this overall plan document.

# INTRODUCTION AND ORGANIZATION

This chapter establishes principles and recommendations for a regulatory program that will help move toward the mixed-use corridor urbanism envisioned by this plan. It is organized in three parts:

- A brief review of current zoning in the 71B study areas and an overall zoning concept that will encourage long-term implementation of the land use and development components of this plan.
- Recommendations for form-based and site design regulations that apply throughout the study corridor.
- Recommendations and directions that are specially adapted to each of the four character segments of the study corridor.

## EXISTING ZONING AND POSSIBLE MODIFICATIONS

### Overall Zoning Structure

Fayetteville’s unified development code (UDC) includes traditional use and intensity-based zoning districts, categories that reflect specific urban contexts, and a flexible, project-specific planned zoning district. Many of these districts have mixed use features that permit both residential and non-residential uses under appropriate conditions. The code also includes form-based elements that focus on establishing build-to lines to require strong street orientation, relate permitted heights to streets designated in the transportation master plan. In addition, two districts, the UT Urban Thoroughfare and DC Downtown Core districts are largely designed as form-based districts within specific geographic areas. The mixed use UT district, largely located in spots along College Avenue north of Maple Street to North Street, may be of special interest for other segments along 71B.

The zoning maps on page 113 illustrate zoning district categories in the study area, discussed in more detail below.

### South School Segment, Cato Springs to Archibald Yell

Zoning along the South School segment falls into in primary categories. The University of Arkansas Research Park and other land south of Town Branch Creek is typically in the I-1 zone, oriented toward intensive commercial and general industrial use. Some parcels along the street south

of the creek are zoned C-2 (thoroughfare commercial) and CS (community services). I-1 and C-2 do not permit the medium- and high-density residential uses recommended for parts of this area in the illustrative plan.

The mixed use clusters at the 15th Street and MLK intersections are appropriately zoned MSC (Main Street Center). These two intersections areas include the Mill District, the proposed redevelopment of the Co-op site on the southwest corner of MLK and South School, and the potential redevelopment of the 15th and South School intersection. The MSC category is consistent with the concepts introduced by the illustrative plan.

The balance of the South School portion of the study area is in the DG Downtown General category, a broad category that accommodates the mix of uses anticipated by the illustrative plan. However, some of the salvage, industrial, and heavy commercial uses currently in these areas appear to be nonconforming uses.

### Archibald Yell: South School to Rock

This segment, adjacent to and south of the Downtown Core, is currently zoned MSC from Locust Avenue (both sides), a contiguous extension of the MLK and South School intersection; and DG north to Rock Street. Both are consistent with both existing uses and recommendations of the illustrative plan.

### North College, North to Fulbright Interchange

Nearly all of the parcels fronting North College between North and the Fulbright Expressway interchange are currently zoned C-2 (Thoroughfare Commercial). This is a district largely designed for high traffic commercial corridors that have regional markets. As such, it is clearly appropriate to the North College status quo, but less compatible with the concept of a mixed use corridor concept, integrating residential with commercial, service, and employment uses. The R-O and higher-density RSF-24- and RSF-40 districts are transitional categories current and recommended use patterns.

Similarly, most private parcels and developments north of the interchange, including large format retail centers are also zoned C-2. While this would remain appropriate for most if the area’s long-term development, it does not accommodate potential mixed use redevelopment at the Northwest Arkansas Mall. C-3 zoning, applied to vertical mixed use projects along Steele Boulevard, would conform better to the illustrative plan concept.

### Overall Zoning Strategy

While some of the study area’s zoning districts are consistent with the illustrative plan’s connected mixed use concept, others – most notably the C-2 district predominant along North College – do not provide the requisite flexibility. In addition, the existing form-based provisions in the Fayetteville UDC may not be complete enough to execute the corridor urbanism concept fully. For example, the different character and scale of subdistricts is not reflected in existing zoning tools. A revised zoning regime to consider includes:

- A general base zone that covers the entire corridor and applies a limited number of strategic corridor-wide guidelines. This could be done under the UT Urban Thoroughfare category, augmented with form-based and site design guidelines that apply throughout the 71B study corridor. The UT district could have additional designators – UT-1, UT-2, and so forth – that apply to other major mixed use streets with different characteristics. Assume for purposes of this regulating plan that the current 71B study area is designated as UT-1.
- Within a future UT-1 category, individual requirements or guidelines would be established for each of the four character-based subdistricts identified in the illustrative plan.

## CORRIDOR-WIDE GUIDELINES

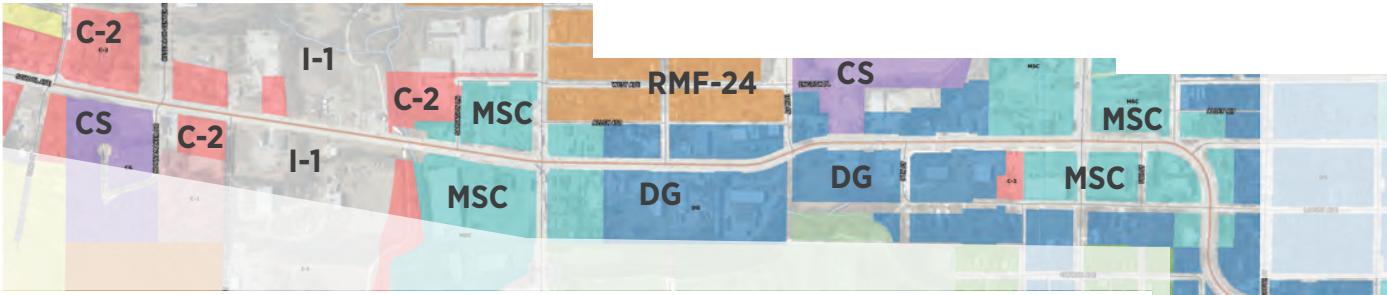
The following items address policies and criteria that lead to the outcomes envisioned by the overall corridor plan. They are divided into two categories: on-corridor development, focused on elements that specifically affect the visual and development environment along the street; and transitional areas, considering the boundary conditions between and interaction between the corridor and its adjacent neighbors. These recommendations fall within three categories:

**Policies** are general guidelines that public and private decision-makers apply within development design and review processes, but can be difficult to quantify with specific numerical regulators.

**Comprehensive Plan** refers to policies, maps, and other specific measures that are incorporated as comprehensive plan elements and are typically implemented through capital investments.

**Regulatory** are specific items required items that would be drafted as part of a UT-1 or similar district, adding special requirements and standards that





Existing Zoning: South School Avenue and Archibald Yell Segments, Cato Springs to Rock

Zoning					
R-A	Residential-Agricultural	RSF-18	Residential Single-Family - 18 Units Per Acre	I-2	General Industrial
RSF-5	Residential Single-Family - One Half Unit Per Acre	RI-12	Residential Industrial - 12 Units Per Acre	E-1	Extraction
RSF-1	Residential Single-Family - 1 Unit Per Acre	RI-U	Residential Industrial - Urban	R-O	Residential-Office
RSF-2	Residential Single-Family - 2 Units Per Acre	RMF-6	Residential Multi-Family - 6 Units Per Acre	C-1	Neighborhood Commercial
RSF-3	Residential Single-Family - 3 Units Per Acre	RMF-12	Residential Multi-Family - 12 Units Per Acre	NS-L	Neighborhood Office
RSF-4	Residential Single-Family - 4 Units Per Acre	RMF-18	Residential Multi-Family - 18 Units Per Acre	NS-G	Neighborhood General
RSF-7	Residential Single-Family - 7 Units Per Acre	RMF-24	Residential Multi-Family - 24 Units Per Acre	NC	Neighborhood Conservation
RSF-8	Residential Single-Family - 8 Units Per Acre	RMF-40	Residential Multi-Family - 40 Units Per Acre	PZD	Planned zoning districts - Commercial, Industrial, Residential
		I-1	Heavy Commercial and Light Industrial	PZD	Planned zoning districts - Commercial, Industrial, Residential
		MSC	Main Street Center	P-1	Institutional



Existing Zoning: North College Segment, North Street to Fulbright Interchange



apply to all parts of the 71B planning corridor.

## ON-CORRIDOR DEVELOPMENT

- Each subdistrict within the corridor (as identified on the illustrative plan) defines and communicates its own character within the context of the larger 71B corridor. **(Policy:** Implementation by city and corridor organization)
- Adjacent subdistricts, and development within subdistricts, connect to each other through shared use paths, sidewalks, collector streets, and drives. These connecting points, identified in the Transportation Framework Plan, are respected with redevelopment or major retrofit projects. **(Regulatory:** Implementation by City)

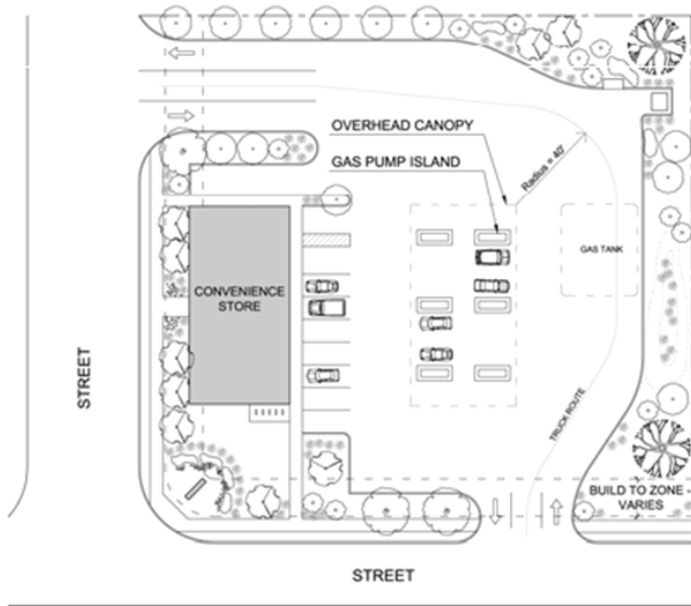
### Vehicular

- The City’s Master Street Plan should be updated to reference the planned connections shown within the Transportation Framework Plan. **(Comprehensive Plan:** Implementation by City)
- The connections shown rely on forming a quality network of both public and private dedications/connections. **(Policy:** Implementation by City)
- Secondary connecting roads and drives may be built to current standard street sections shown in the Master Street Plan. Updates to the Master Street Plan should consider the nature and function of these local connections and apply sections specific to their contexts. **(Policy and Regulatory:** Implementation by City)
- For purposes of a future full regulating plan, private slip lanes and collector links may be considered as public street frontage for the purpose of placing buildings within build-to zones **(Regulatory:** Implementation by City)
- Multi-family parking may be addressed differently from that serving other types of development, reflecting differences in land planning, functions and adjacency, and specific contexts. **(Regulatory:** Implementation by City)

### Active Transportation

- The City should update the Master Trail Plan to reflect proposed shared use path connections. **(Comprehensive Plan:** Implementation by City)
- New development projects should accommodate the proposed shared

### Preferred Urban Layout



Example of minimum built street frontage for a corner lot taken from Chapter 164.06 of the City of Fayetteville’s UDC

use trail network along the 71B corridor. Actual alignments may be adjusted to the design of the project, but must maintain continuity. **(Comprehensive Plan and Regulatory:** Implementation by City)

- All projects should provide direct, safe, and protected pedestrian connections to and from public sidewalks along the corridor. Projects should also provide direct connections when they are served by an adjacent trail segment. **(Regulatory:** Implementation by City)

### Open Space

- Project design should locate, design, and manage stormwater management features (including retention and detention basins, swales, surface drainageways, constructed wetlands, and greenways) to both meet functional requirements and provide visual amenities, entryway features, or opportunities for passive recreation. **(Regulatory:** Implementation by City)
- Minimize development within 100-year floodplains. When

### Corner Lot



Preferred Urban layout for fueling station as shown in the City of Fayetteville’s UDC, 164.06

development occurs within these areas, require that development includes:

- Features that prevent any impact including displacement, additional flows, or expansion of flood boundary lines on any property outside of the subject site and
- A design that minimizes potential damage or impact to any habitable portion of any off-site building.

### Built Character

#### Build-to or setback lines

- When possible, projects should maintain a close relationship with and orientation to adjacent streets and public ways. Form-based standards contained within recent hybrid zoning districts should be implemented with new developments and retrofits along the corridor. **(Regulatory:** Implementation by City)
- Because of 71B’s large number of existing buildings with deep



setbacks, it may not be possible or appropriate for all new buildings to be placed within close-in build-to lines. Where bulk, scale, internal drive connections, or other issues intervene, flexible methods in building siting (such as an average setback with adjacent properties) should be applied. However, surface parking between the 71B right-of-way line and facades facing 71B should be minimized. **(Regulatory:** Implementation by City)

**Parking and vehicular accommodation within development**

- The City of Fayetteville’s UDC currently has progressive parking and vehicular accommodation requirements that will serve the corridor well as it redevelops. Parking should be located behind and to the sides of buildings with build-to zone requirements. Parking standards as currently covered in Chapter 172 of the UDC should be utilized. **(Regulatory:** Implementation by City)
- Auto-oriented businesses such as fuel stations or drive-through establishments should adhere to the urban layout guidelines set forth in UDC Section 164.06 (E) to minimize their impact on 71B and other public streets. **(Regulatory:** Implementation by City)

**Number of Stories**

- The typical maximum height for buildings along the 71B corridor should be three to four stories. This may increase in specially designated areas. **(Regulatory:** Implementation by City)
- In selected urban nodes or sites within subdistricts, free-standing buildings up to seven stories (consistent with existing UT district standards) may be considered for compatibility with surrounding design character and impact on residential areas. Individual, isolated sites may tolerate up to ten stories. Examples of these nodes include Fiesta Square or the corridor segment between Millsap and the northern city limits. Most existing office buildings, hotels, and structures in this area do not exceed 5 stories in height. **(Regulatory:** Implementation by City).

**Signage**

- New development or redevelopment along the corridor should use wall or monument signage. **(Regulatory:** Implementation by City)

**TRANSITION AREAS**

Transitions between intensive corridor development and surrounding, lower-intensity neighborhoods and uses can present significant issues.



*Internalized parking within a multi-family development, New Orleans, LA*

These issues include noise, light, traffic, building scale, and urban “feel.” Internal use and intensity transitions within mixed use (such as proximate commercial and residential uses) also must be managed. Typically, the most intensive and public settings are directly adjacent to the corridor. Properties farther from the 71B “main line” transition to a smaller scale residential pattern, particularly in the southern and middle subdistricts of the corridor.

A variety of planning tools are available to address use and intensity transitions within and outside of the mixed use corridors and a proposed UT-1 district should include requirements for managing these potential conflicts. Examples of transitional area treatments include:

- Near residential areas, prohibiting parking lots between public streets and buildings to reflect development patterns of adjacent residential development. **(Regulatory:** Implementation by City)
- Provide most parking within multi-family residential projects rather than between buildings and the street, thereby defining the street edge with residential buildings. **(Regulatory through site plan review:** Implementation by City)
- Design lighting of commercial and industrial signage to minimize impact on adjacent residential areas. **(Regulatory:** Implementation by City)
- Avoid channeling traffic generated by higher-intensity uses to low traffic streets except as part of comprehensively planned, mixed use projects. **(Regulatory through site plan review:** Implementation by

- City)
- Make maximum use of internal cross-easements and shared access points between or within individual projects when possible. **(Regulatory:** Implementation by City)
- Use traffic calming techniques to reduce speeds between adjacent properties. **(Policy:** Implementation by City)
- Connect buildings on the site with internal streets, drives, and pedestrian connections and pathways to prevent unnecessary traffic in adjacent areas. **(Policy and Regulatory:** Implementation by City)

Transition tools such as landscaped buffers and step-downs in height and scale of buildings are already included in the UDC. Techniques to connect corridor development to surrounding areas should also be considered and include:

- In retrofits of larger-scale existing buildings or new construction, providing public spaces for interaction. **(Policy:** Implementation by City and property owners/developers)
- Using liner buildings along blank walls of commercial “boxes” with office, small-scale storefronts, or multifamily, possibly serviced by interior service alleys. **(Policy:** Implementation by City and developers)

But transitions are not just about managing and minimizing conflicts. Connectivity and mutual reinforcement of urban environments are fundamental values of the 71B concept. A successful corridor responds to the needs of both residents and businesses, and establishes a fabric based on connectedness. To this end, the plan advocates a circulation network that both improves internal links and connects the corridor to the rest of the city. Good transition techniques that provide connectedness without conflict include:

- Using public environments like public open space, interior streets or drive aisles with a residential street character, and trail and greenway corridors to provide positive common ground between residential and commercial uses.
- Creating residential clusters and neighborhoods that connect to surrounding commercial development but have sufficient critical mass and common space to form an interior residential environment.
- Orienting commercial and residential service areas toward each other or locating commercial service areas to avoid impacts on residential



**Parking within a building footprint.** Parking contained at or half a level below grade within the walls of the building support three levels of apartments above with minimal surface parking. (Wauwatosa, WI)



**Screening parking with projecting storefronts.** This concept on a significant street permits both at-grade parking and street-facing retail. (Iowa City, IA)



**Parking bays separated by landscaped corridors.** Requiring a landscaped separation between each three contiguous parking bays breaks up large expanses of parking when they occur. (Derby, KS)



neighbors.

- Placing lower-density residential farther away from the main 71B corridor and close to pre-existing neighborhoods.
- Managing the size and visibility of commercial signage, focusing signage toward the main corridor.

The City of Fayetteville’s implementation of good planning policies, strong site development design standards for multifamily and non-residential uses, and zoning districts with form-based components have addressed land use transitions along 71B. These districts and standards, paired with the transportation framework and illustrative plans within this study, will help ensure that the evolution of the 71B corridor also benefits surrounding parts of the city.

## REGULATORY DIRECTIONS

Many of the regulatory items noted above will ultimately be incorporated into Fayetteville’s UDC as design standards or form-based elements within a possible UT or other format. This section presents more detailed approaches, implementing corridor-wide guidelines. It identifies objectives and provide sample language and quantitative factors that can provide a starting point for discussion and negotiation.

### PARKING

**Objective: Minimize amount and visibility of surface parking from 71B.**

*Potential approach:*

- In new development, surface parking should avoid or minimize a location between the street facade of a building and the 71B corridor. If permitted, surface parking should not cover more than 25% of the area of the streetyard along 71B (the area of a rectangle between the street facing facade and the right-of-way line).

**Objective: Minimize the amount and visibility of parking serving multi-story structures.** *Potential approaches:*

- Multi-story buildings, typically with residential and office uses on upper levels, should provide a minimum of 50% of their parking within the within the building footprint or a parking structure.
- At least 50% of the exterior of this parking along 71B or intersecting streets included in the city’s Master Street Plan should be screened at street level by another building (such as a retail storefront), earthwork with landscaping (such as a landscaped berm), or a facade similar in design to the rest of the building.

**Objective: Reduce the scale and impact of lots, minimize heat island effects, and provide more effective interior storm water management.** *Potential approaches:*

- In surface parking lots, provide a landscaped corridor of at least 20 feet for every three contiguous parking bays. A parking bays is defined as one or two strips of perpendicular or diagonal parking

and the drive aisle that serves them. The landscaped corridor should include stormwater management techniques such as rain gardens.

- For surface parking lots with a capacity of 50 or more spaces, provide permeable pavement for at least 50% of paved area.
- Divide parking lots with a capacity of 150 or more spaces into parking blocks of not more than 75 stalls, separated by landscaped corridors.
- For parking lots with 100 or more stalls, provide deciduous tree cover that shades a minimum of 25% of the paved area of the lot. Specific crown diameters for acceptable trees will be established in the UDC.

### ACCESS MANAGEMENT

**Objective: Minimize number of curb and driveway cuts along 71B to reduce conflict points and traffic friction along the corridor and improve connectivity for pedestrians and personal mobility modes.** *Potential approaches:*

The design of existing surface parking lots should be modified as follows:

- Replace existing direct access from parking facilities to 71B with access from available intersecting streets whenever possible, provided connections to these streets have full access in both directions.
- When intersecting streets are not available, provide shared, continuous drive aisles, slip lanes, and other techniques to connect parking lots serving different properties to minimize points of direct access to 71B.
- In order to provide full access, mid-block direct driveway accesses to 71B on opposite sides must be aligned with each other. These accesses may be provided at median cuts with protected left turns or at least 150 feet from intersections on sections with two way turn lanes.

### CONTEXT-SPECIFIC BUILDING SCALE

**Objective: Establish building scale and form appropriate to different settings along the 71B corridor.** *Potential approaches:*

- Establish a maximum, uninterrupted building length of 200 feet along



the North College Avenue segment between North Street and the north city limits; 100 feet along the Archibald Yell segment between Rock Street and Martin Luther King Boulevard; and 150 feet along the South School Avenue segment from the MLK Boulevard intersection to Cato Springs Road. Provide flexibility to waive or expand these maximums for comprehensively planned projects on large sites in excess of five acres. These projects should demonstrate features that reduce the impact of larger buildings and increase their facade variety and quality.

- Establish a typical maximum height of four stories over grade level along South School Avenue between Cato Springs Road and MLK Boulevard and along North College Avenue from North Street to the north city limits. Establish a three-level maximum for any development along Archibald Yell between MLK Boulevard and Rock Street.
- Reduce the typical maximum height by one story for any building within 150 feet of any RSF or NC District.
- Increase scale and height levels at strategic locations including the Fiesta Square area, the Northwest Arkansas Mall site, potential development areas opened up as part of a modification of the Fulbright Expressway interchange, the former Co-op site, and key intersection nodes. Potential maximum building heights should be consistent with those of the UT District, with the exception of up to ten stories on any sites that would be made available by modifications of the Fulbright Expressway intersection. Node locations are identified in the subdistrict recommendations shown in the following section.

**PLACEMAKING AT URBAN NODES**

***Objective: Define Urban Place Intersections at key locations, where higher densities are established for new projects and a context-specific street definition is required. Potential approaches:***

- Define key urban place intersections along the 71B corridor. Candidate urban places include intersections of 71B with 15th Street, MLK, Sycamore, Township, Rolling Hills, and Millsap.
- For new development at urban places, establish a build-to zone that defines the corner while providing room for amenities, including a corner place and transit accommodations. A reasonable build-to zone would include a maximum setback of 25 feet from the curb line of 71B and intersecting major streets.



*Step-back building concept at Urban Place nodes. The possible regulation permits a two (rather than three)-story minimum height at the building line, provided that the project includes a higher building, consistent with UT requirements, behind.*

- For new urban place intersections, require a three-story minimum height and up to a maximum as provided by the UT Urban Thoroughfare district. A step-back building is permitted with a two-story component on the build-to line, stepping up to a higher building block behind (see accompanying illustration).
- New development should provide space for an urban corner amenity, incorporating landscaping, street furniture, special lighting, or other features. Site design at potential BRT station stops should provide adequate space to accommodate pedestrian circulation, a transit station or shelter, and related amenities.

**ACTIVE TRANSPORTATION CONNECTIVITY/ORIENTATION**

***Objective: Provide connectivity and utility for pedestrian, bicycle, and personal mobility devices. Potential approaches:***

- Site plans for new development projects should provide access and easements as required for shared use paths and roadways, generally as provided in Transportation Framework. Flexibility in routing through a site should be permitted, provided that overall performance standards for directness, safety, and experience are met.
- Developments with frontage along 71B should provide front facades



*Private street providing connected, multi-modal access through a major mixed use complex (Boulder, CO)*

- with direct, safe, and secure pedestrian connections from the public sidewalk to the building entrances.
- Buildings adjacent to a shared-use path identified in this plan should provide a finished facade to the path and a direct, safe, and secure connection from the path to the adjacent building.
- New developments should include construction of a six-foot sidewalk segment along 71B, consistent with city standards and overall street design concepts.



CORRIDOR CONTEXTS WITH COMMENTARY



Google Image

*Hobby Lobby Shopping Center/Harold and Lee Street Area along the eastern side of the corridor*

The above image illustrates a service and delivery area behind a commercial development adjacent to existing residential neighborhoods across a street. The view and feel of this transition area could be upgraded by adding landscaping, re-orienting the service area, and other design techniques.



Google Image

*View looking east toward 71B Street from the location of a residential lot on the north side of East Harold Street.*

This office building, an adaptive reuse of a former fire station, is highly compatible with the surrounding residential area. Contributing factors include scale of the building, relationship of the structure to the street, mature vegetation, an attractive and transparent building façade, and parking orientation.



Google Image

*Car wash and service on North Lee Avenue*

Mature trees, pedestrian elements, and the orientation of an auto-oriented business help create an acceptable transition environment from commercial to residential.



Google Image

*Classic motel in Midtown segment of North College Avenue*

Topographic changes along the east side of 71B in the midtown area provide a substantive natural transition zone with vertical separation between the commercial and residential areas. However, this same topography also impedes traffic and pedestrian connectivity between North College and neighboring residential areas.



*Daisy Exchange retail store at the Northwest corner of East Sycamore and North College Avenue.*

Recent development along the corridor is more street- and pedestrian-oriented than older developments along the corridor.



*Zoning Transition on the Northwest Corner of College and Sycamore*

Over the past 5 years, the City has implemented hybrid zoning districts with form-based components that help ease transitions from more to less intensive uses. In the example of East Sycamore shown above, the C-2 district prevalent along College Avenue transitions through the CS Community Services mixed use zone and the medium-density residential RI-12 Residential Intermediate-12 (12 units/acre) district.



Midtown



***Evelyn Hills Shopping Center*** (above left), the city’s first major multi-tenant center displays a number of significant issues that a retrofit consistent with the guidelines addressed in this section would address. These include the lack of a continuous pedestrian connection between the College Avenue crosswalk and the center’s pedestrian way; lack of clear circulation through in the parking lot, and lack of relationship to new residential development on the east. ***Recent multi-tenant commercial building at Sycamore and College***, while still a single-use project, displays much better pedestrian access and provides an urban place at the corner.

South Fayetteville



***The Varsity House Apartment complex*** along 71B in south Fayetteville addresses the pedestrian environment and street edge along South School, transitioning to a more typical apartment layout to the west. This development is also in the mixed use Community Services (CS) zoning district, which permits a range of residential densities and low-intensity commercial along with some form-based components.



***The Mill District*** is evolving as a strong mixed use node, consistent with the concept behind its form-based, mixed use MSC Main Street Center district. This district provides the flexibility for innovative projects like the Mill adaptive reuse and the planned redevelopment of the Co-op shown in the background of the above photograph. MSC sets up the concept of concentrated, strategic nodes at major points along the corridor.

North Fayetteville/Mall District



Much of the ***North Fayetteville*** area is dominated by large format retail buildings, deep setbacks, extensive surface parking lots, and disengagement from the street environment. These are permitted within the prevalent C-2 Thoroughfare Commercial zoning district. However, other models in and around this part of the study area provide models for different development forms. Nelson’s Crossing, illustrated above, while not fully engaged with Joyce Boulevard, its primary frontage, breaks up parking, provides a good if internalized pedestrian environment, and effectively articulates its building around an architectural theme. However, none of these image-building characteristics are encouraged by its existing zoning. While outside of the immediate study area, developments along Steele Boulevard, in C-3 zoning, provide vertical mixed use models that can be adapted to the Mall and to parking lots that may at some point prove excessively large from both a demand and sustainability perspective. These developments are street-oriented, include both on- and off-street parking, and use landscaping to enhance the street environment with human-scale elements.





# DISTRICT SPECIFIC REGULATING FRAMEWORK

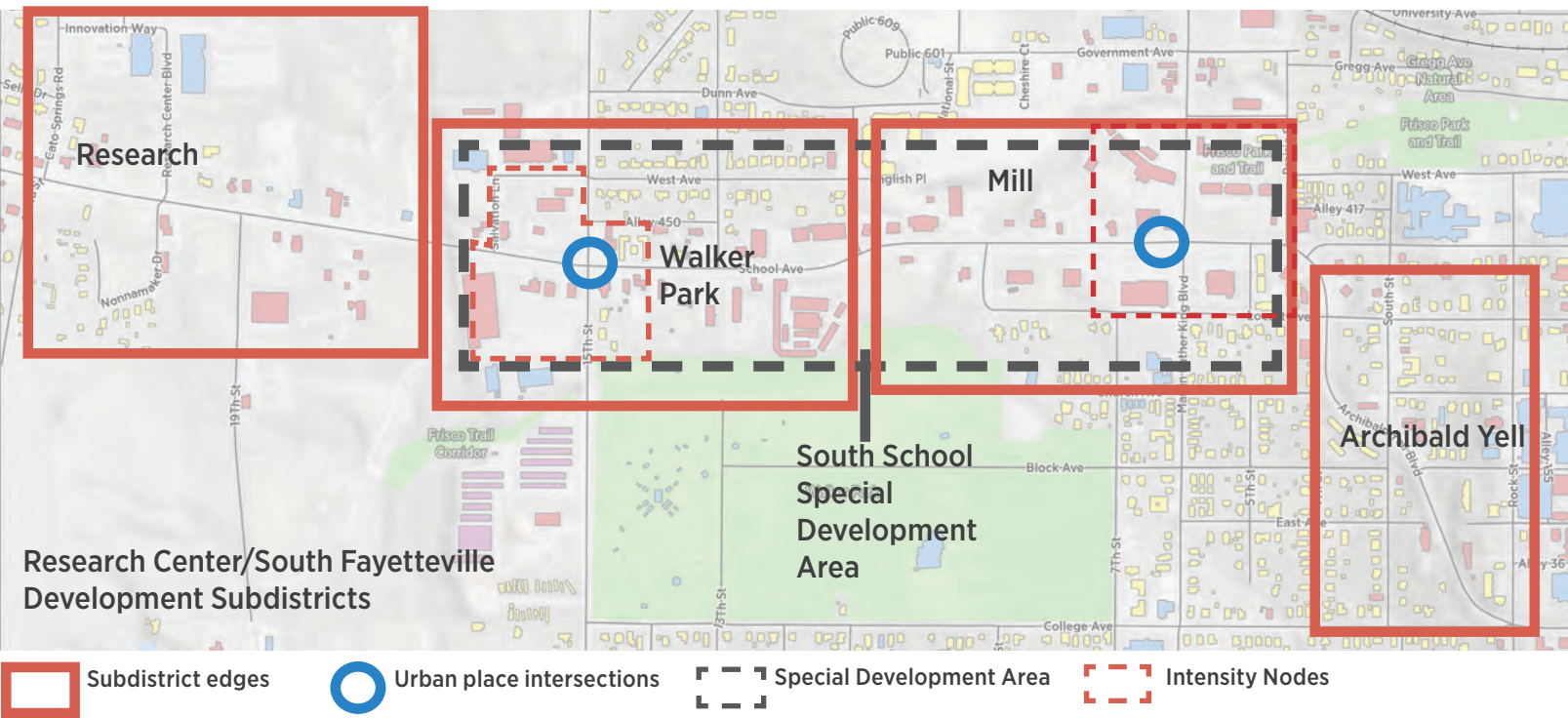
The previous section describes an urban design framework that generally applies throughout the 71B corridor. A central principle of this framework recognizes the individual character of different parts of the corridor, and a successful regulating program should also reflect these differences. The framework plan presented in Chapter Six views the study area as four related but distinct segments: Research Center/South Fayetteville from Cato Springs to Rock; North to Township; Township to Millsap; and Millsap to the northern city limits. The 71B segments outside the scope of this study – the Downtown segment from Rock to Dickson and the central segment from Dickson to North – also follow this pattern of distinctive districts along the long corridor.

The 71B regulating plan recognizes how individual segments divide into subdistricts with characteristics that define them. The intention of this plan is to address these distinctions and provide a framework that both guides the drafting of a context-sensitive, flexible regulating program and practical land use and development designs that remain true to the unifying principles of the 71B corridor plan.

For each of the four segments, then, this section includes:

- A list of the distinguishing features and relationships that draft regulations and private and public developers should address.
- Regulatory guidelines that apply to the entire segment.
- A regulating program for each subdistrict within the segment.

## RESEARCH CENTER/SOUTH FAYETTEVILLE: Cato Springs to Rock Street



### FACTORS TO CONSIDER

- Lower in-line traffic counts along 71B than other corridor areas. Heavy traffic at the Martin Luther King intersection with significant congestion on the north leg.
- Town Branch Trail intersection with South School.
- Frisco Trail intersection with South School and MLK.
- Relatively high pedestrian use along the corridor, including a significant population without access to personal vehicles.
- Proximity to 7-Hills Homeless Shelter.
- Well-utilized public transportation area.
- Proximity to Walker Park.
- Redevelopment potential at intersections and along sections of the corridor, most notably from 15th Street to MLK. Need for a detailed study in this section.

- Rapidly transitioning district in both residential and commercial markets.
- Institutional and industrial presence, with substantial truck traffic.
- Proximity to Downtown, University and private student housing.
- Redevelopment potential at southern quadrants of School Avenue and 15th Street Intersection and along sections of the corridor
- Pending major redevelopment of former Co-op site at southwest quadrant of MLK intersection.
- South Fayetteville reputation for eclectic nature, wooded landscapes, and housing variety.

### GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Include retail, restaurants, and other types of commercial and mixed use that support urban nodes. Large projects may include a requirement for at least a modest amount of non-residential street level use.



- Encourage civic/Institutional uses such as schools, community centers, and others to keep new development consistent with the distinct character of the South Fayetteville District.
- Respect scale and maximize compatibility with existing single-family development east and west of the corridor in redevelopment and infill projects.
- Provide local bicycle and pedestrian connections to the existing regional trail system, concentrating on connections on the eastern side of the corridor and along and pedestrian access on and across Archibald Yell.
- Incorporate access management plans into new projects and potential retrofits.
- Follow the existing Walker Park Neighborhood Plan.
- In general, make extensive use of small and medium-sized structures that respect the relatively fine scale of South Fayetteville neighborhoods. Direct larger scale buildings to the Mill and Coop areas, whose intrinsic character involves large, industrial-type structures.
- Encourage moderate density, family-oriented housing types through incentives on both the production and finance sides.
- Develop a detailed master plan for redevelopment of the corridor sector between and including 15th Street and Martin Luther King Blvd, the area with the most significant major redevelopment opportunities and needs.



**RESEARCH PARK SUBDISTRICT (Cato Springs Road to Town Branch Creek and Trail)**

- Allow mixed use and relatively high-density residential by right. Consider a requirement for predominately residential projects of more than three acres in site area to include retail or commercial uses within a minimum of 20% of their street-level floor area.
- Preserve existing key commercial establishments and encourage new projects to incorporate existing destination retail businesses.
- Execute the University of Arkansas' Research Park master plan. Work with the University to maximize an urban building edge along its South School frontage.
- Require that development in this section include alternative transportation connectivity consistent with the illustrative plan, connecting new development areas with the Razorback Greenway and Town Branch Trail.
- Typically follow a build-to zone of 10 to 25 feet from the back of the proposed continuous sidewalk, sidepath, or Master Street Plan right-of-way along South School Avenue.



**WALKER PARK SUBDISTRICT (Town Branch Creek to 11th Street)**

- Continue implementation of the Walker Park Neighborhood Plan.
- Develop an urban intensity node at 15th and South School. On the southeast corner, provide strong corner definition and compliance with height, density, and placement regulation for nodes. Southwest corner should provide an urban place with landscape and street furniture. Any intensification or redevelopment of this site for another use should similarly provide a street-defining building.  
  
On northeast corner with surrounding development, provide a corner place with landscape and street furniture, incorporating improved circulation and off-street parking for the iconic City Liquor business. Apply similar treatment should be applied to the northwest corner incorporating Nomad's restaurant and music venue.
- Move toward transition of existing salvage and industrial uses to mixed use and moderate- to high-density residential development. Within proposed residential areas, include high-density, single-family forms, including small lot detached , single-family attached, and townhome configurations. In large projects, consider incorporating a requirement for a minimum percentage of a site to be devoted to these family-friendly urban housing forms.
- Maintain and enhance existing retail and hospitality businesses that help define the identity of the subdistrict.

- Establish requirements for pedestrian connectivity between existing retail businesses and centers, and between existing commercial and new mixed use developments.
- Eliminate encroachments of private circulation and parking on public right-of-way. Provide technical and limited financial assistance for site redesign that complies with these requirements.
- With redevelopment of the east side of the subdistrict, provide at least one additional connection across Spout Spring Branch to the existing Walker Park and regional trail system.
- For new buildings, follow a typical build-to zone of 10 to 25 feet from the back of the proposed continuous sidewalk, sidepath, or Master Street Plan right-of-way along South School Avenue.
- Establish at least one new high-visibility, signal-protected pedestrian and bicycle crossing in this subdistrict, located near the 11th Street intersection.



#### **MILL SUBDISTRICT (11th Street to Prairie)**

- Establish an urban intensity urban node at MLK and South School, permitting mixed uses and higher densities. Redevelopment of the southwest corner should follow urban node standards with street

defining buildings at appropriate scale with corner place features. Similar standards should apply to new infill development on the northwest corner. Urban place intersection standards should apply to existing commercial on the southeast corner. The northeast corner's existing landscaping is consistent with these proposed guidelines.

- Preserve existing destination-defining, commercial uses with expansion of commercial buildings with build-to zones that provide street definition and better pedestrian connection to sidewalks and sidepaths.
- Razorback Greenway provides a protected crossing of South School. Require continuous sidewalk and sidepath along the street.
- Require continuous sidewalks and sidepaths along South School with new development, connecting to the Razorback Greenway and its protected pedestrian crossing of South School.
- Eliminate encroachments of private circulation and parking on public right-of-way. Provide technical and limited financial assistance for site redesign that complies with these requirements.
- With adjacent properties, establish a continuous sidewalk to Prairie, which continues north along Archibald Yell.
- Reinforce 11th Street as a pedestrian connection to the National Cemetery. Accomplish this in partnership with adjacent properties at the 11th Street intersection by providing pedestrian routes and an improved street section.
- Establish a commercial/residential edge between South School and adjacent residential uses along Locust. In a regulating plan, define infill sites along Locust for moderate-density, attainable urban family housing



#### **ARCHIBALD YELL SUBDISTRICT (Prairie to Rock Street)**

- Use regulations to encourage small-lot single-family homes, built as detached, attached, or townhome units on potential redevelopment sites. Infill should be consistent in scale and density with the surrounding, largely single-family neighborhood. Density may increase on properties abutting Archibald Yell.
- Regulating plans should identify two commercial/non-residential or mixed use clusters on the north side between School to Locust; and the south side between South and Block. Include shared parking, vehicular access, and complete pedestrian accessibility within these clusters. One-story commercial is consistent with the scale and quality of these existing areas.
- Preserve other destination-defining commercial development, allowing growth and infill for additional single-family and small multi-family.
- With modifications to Archibald Yell, require dedicated space for planned pedestrian or bicycle access, with primary focus on the north side of the corridor. Dedications may require site modifications to avoid impact on existing businesses.
- Adapt build-to zones to topography, but generally remain within 10 to 25 feet of the edge of roadway or inner edge of sidewalk/sidepath to maintain an urban character.



VA/MIDTOWN SOUTH: North to Township



FACTORS TO CONSIDER

- Transition from a small block grid to mid-century development patterns with longer blocks and less street continuity. Topography reinforces this transition and works against connectivity
- Scull Creek Trail (Razorback Greenway) parallels 71B about 3/4 mile west, but not strongly connected to College Avenue corridor.
- Future destination of proposed Sublett Creek Trail.
- Large institutional presences of UAMS and VA Campuses.
- Evelyn Hills Shopping Center and neighborhood connections. Evelyn Hills is Fayetteville’s original large multi-tenant retail center.
- City owned natural area north of Lake Lucille and future trail connection.
- Proximity to parks and schools, including Gregory Park. Wilson Parks, and Woodland Junior High
- Influence of University community and related housing.
- Redevelopment and infill potential along this section of the corridor.
- Drainage and related flood zone on western side of corridor.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Recognize roles of local businesses, restaurants, and key medical/ institutional uses. Provide a regulatory framework that recognizes their need for identity and access.
- Encourage visual and pedestrian linkages and parking lot cross-access to help fuse similar uses, such as locally-owned restaurants, into a unified “district.”
- Apply urban density node requirements and standards to the Sycamore, Poplar, and Township intersections to the degree permitted by existing viable uses.
- Provide step-downs in use intensity, scale, and height in transition areas between the College Avenue corridor and adjacent, largely single-family development to the east and west.
- Require new development dedications or existing development retrofits to provide sidewalk continuity along College and the shared use path network proposed in this plan. Identify and establish right-of-way for major regional trail connections, notably connecting the Sublett Creek and Razorback Greenway via Poplar.
- Dedicate right-of-way to establish a fine-grained collector system

that diverts some local traffic from College. When dedications have an impact on private businesses, provide technical design and limited financial assistance to modify existing site design.

- Execute an access management program consistent with this plan and overall regulatory recommendations presented earlier in this chapter.
- Implement zoning modifications with a special district in the current UDC to establish build-to zones, reduce setback requirements, require pedestrian access from public corridors, and provide height, scale, and buffer transitions to lower-density, peripheral development.



VA/EVELYN HILLS SUBDISTRICT (North Street to Green Acres Drive)

- Implement a redesign plan for Evelyn Hills through a combination of a regulatory framework and public/private partnership. Basic regulatory components informing a redesign (illustrated in Chapter 6) include a protected pedestrian connection from College Avenue crosswalks, sidewalks, or other paths; division of large surface lots into defined parking blocks; interior streets with pedestrian access; and increased capacity for future high-density ,mixed-use peripheral development.
- Incorporate a range of residential densities generally stepping down in density toward lower density adjacent development. Include provisions for semi-attached or townhome type development with access to common open space within or near the development.

- Educate and encourage business owners to utilize use unit 45, small-scale production, which allows non-retail boutique manufacturing and makerspace within commercial building shells.
- Address topographic barriers to pedestrian connectivity between developments by preparing and implementing a specific pedestrian access plan with alternatives to traditional street sidewalks. Require dedications or easements necessary to execute the active transportation connections proposed by the 71B plan.
- Establish new build-to zones that establish a maximum setback for buildings oriented to College Avenue, probably consistent with those of the UT district.
- Encourage both vertical and horizontal mixed-use in new development projects. Regulations for development forms and vertical mixed use should have a market-realistic minimum (such as 25% of the street level footprint) for street level commercial use. Development forms may allow single-level commercial components in the build-to zone as part of common developments, with adjacent or attached multi-story residential blocks set farther back from the street.
- Incorporate shared-use path connections to Woodland Junior High and Gregory Park in the site plans of projects adjacent to these facilities.
- Encourage a urban density node at Sycamore intersection. Contemporary development at three corners should provide corner places with landscape and streetscape features. Redevelopment of strip center site on northeast corner should provide strong corner definition and should comply with node height, density, and placement regulations.
- Public right-of-way opened up by redesigning the Green Acres intersection should become a central open space for adjacent residential and mixed use development. Regulations for developing surrounding properties should provide orientation and connection to this future community amenity.



#### RESTAURANT/TOWNSHIP SUBDISTRICT (Green Acres Drive to Township Street)

- Modify use regulations to phase out commercial uses with open displays such as vehicular sales and emphasize restaurants/food service, office, retail, and residential use.
- In this subdistrict, recognize patterns of single-level, free-standing restaurants in existing buildings. Specific regulations and guidelines for the subdistrict should:
  - Permit setbacks consistent with existing establishments for infill or replacement development in this segment; and
  - Require site plan modifications coordinated with future College Avenue improvements that provide shared access, parking lot cross-access using common drives and slip lanes, and pedestrian connectivity between buildings and to public sidewalks.
- Encourage and assist private site modifications with technical and limited financial assistance.
- Develop a public realm and branding program using tactical methods such as graphics, streetscape, and street section amenities such as landscaped medians and special lighting. Incorporate a protected midblock pedestrian crossing into a College Avenue improvement project to unify the subdistrict at a location between Poplar and Township.

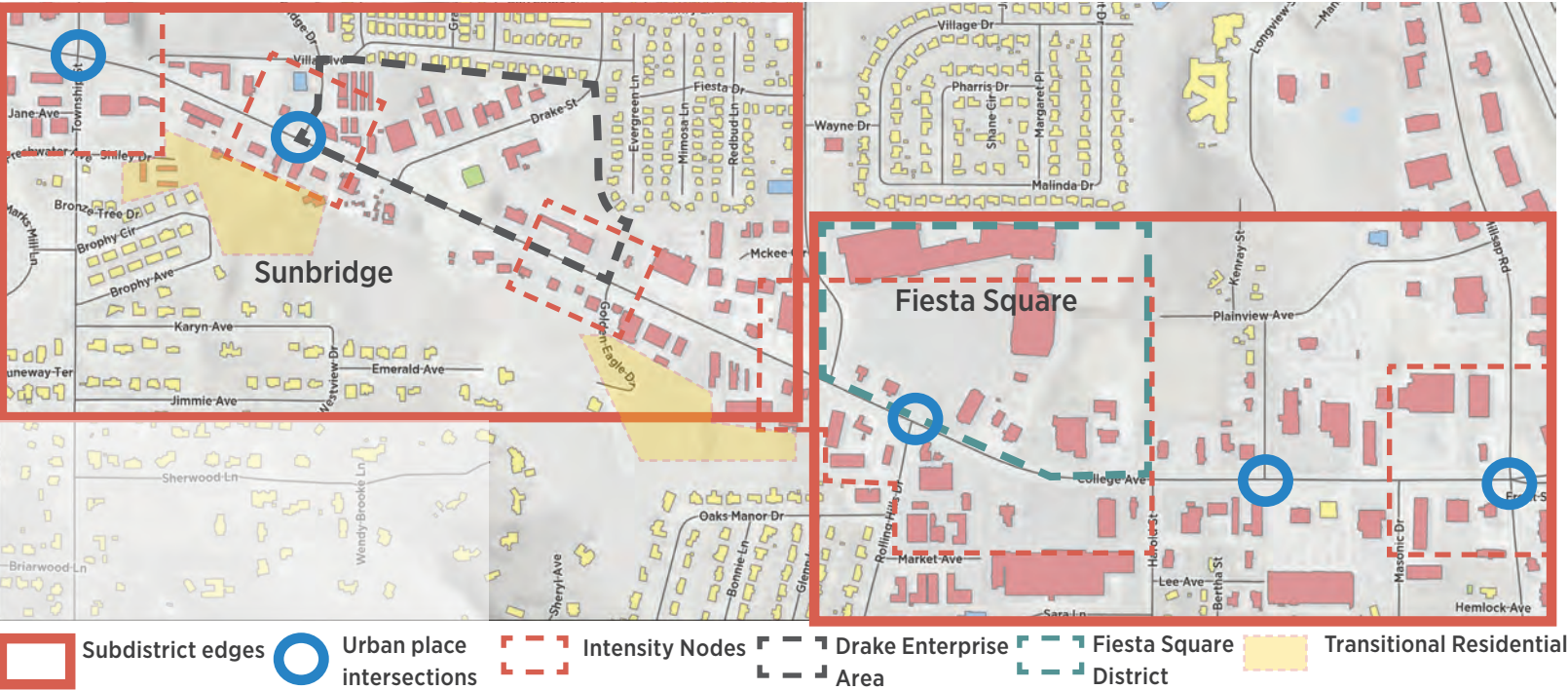
- Require redevelopment between the terminus of the proposed and Poplar Street to dedicate a route to continue the Sublett Creek Trail to the Poplar Bikeway.
- Designate the floodplain west of College Avenue for public open space use. Development on the east side should not place buildings on the floodplain. Other development such as supporting parking must be designed to detain any stormwater flows that it generates.
- Develop primary urban intensity nodes at the Poplar and Township intersections. Develop urban places at Poplar's southeast and northwest corners with landscape and streetscape features.
- Design buildings with strong corner definition, compliant with node height, density, and placement regulations. Existing development at Township is relatively recent, although any future redevelopment should similarly comply with node regulations. Minor site modifications may be required to accommodate future corner place enhancements and station stops for a bus rapid transit.



**Divergence of Green Acres and North College.** Redesign of this intersection to provide a 90 degree angle will both improve safety and create an open space “triangle,” a central commons that can serve neighboring residential development.



MIDTOWN NORTH: Township to Millsap



FACTORS TO CONSIDER

- All four corners of Township have recent development with substantial opportunity for redevelopment north of the intersection.
- Key business environment for local businesses of different scales.
- Importance of and potential for connections to the Razorback Greenway (Scul Creek Trail) to the west.
- Relative proximity to Gulley Park and near adjacency to The New School.
- Major possibilities for infill development on vacant ground, marginally occupied older shopping centers (east side from Harold to Masonic), or underused large parking lots (Fiesta Square).
- Importance of access management and secondary local circulation system.
- Overall a transitioning area with high redevelopment potential, but as

- of today, primarily commercial in use.
- Challenging topography establishes a development edge on east side of the corridor along Rolling Hills.
- Sensitivity of adjacent neighborhoods north of Sunbridge on the west and Rolling Hills on the east
- Proximity to many office and work environments on/near Millsap.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Recognize roles of local businesses and provide a regulatory framework accommodating their need for identity and access.
- Provide stepdowns in use intensity, scale, and height in transition areas between the College Avenue corridor and adjacent, largely single-family development to the east and west. Use local street patterns, shared use paths, and greenways to help reinforce compatibility between large scale new development and low- and

medium-density residential areas.

- Establish regulations and potential future actions that improve compatibility of automobile dealerships and large outdoor displays with other commercial uses and potential new uses, including residential and mixed-use development.
- Establish a multi-dimensional local access system that includes a local access grid, continuous shared use path paralleling but separate from the main corridor, and continuous sidewalks along College Avenue. Through regulation and negotiation, ensure dedication of necessary right-of-way, including possibility of land trades for signal relocation and alignment of the local grid. Link the system to local streets, reducing exclusive reliance on College Avenue for access.
- Execute an access management program consistent with this plan and the overall regulation proposed earlier in this chapter.
- Ensure that ultimate zoning strategy accommodates residential and mixed-use development, improves street definition and increases development density by establishing a clear building line zone, and reduces the visibility and impact of parking and outdoor display areas.
- Apply intensity node requirements and standards to the Township, Sunbridge, Appleby/Rolling Hills, and Millsap intersections to the degree permitted by stable use patterns. Consider Longview for this status, depending on development demand.



North College Avenue looking north from Harold Street. Management of open auto display areas while respecting business needs will be an important challenge for the regulating plan.





### SUNBRIDGE SUBDISTRICT (Township to Appleby)

- Modify use regulations to phase out commercial uses with outdoor displays on small lots such as vehicular sales, instead emphasizing restaurants/food service, office, retail, and residential use. This can be accomplished by establishing these as legal, non-conforming uses, with rights extended only to current owners and prohibiting expansion; or by establishing an amortization period allowing the use to continue for a set number of years.
- Use regulations and redesign of the Villa Boulevard intersection to help create a cohesive mixed-density, mixed use neighborhood between Township and Sunbridge, linking back to the Sunbridge Villas neighborhood. Establish transitional density residential zoning on the outside edges of the corridor development area and adjacent to or influencing the character of surrounding single family neighborhoods. Primary transitional areas, permitting small lot single-family and attached housing, are between Township and Sunbridge and southeast of the Rolling Hills intersection.
- Encourage both vertical and horizontal mixed-use in new development projects. Regulations for development forms and vertical mixed use should have a market-realistic minimum (such as 25% of the street level footprint) for street level commercial use. Development forms may allow single-level commercial components

in the build-to zone as part of common developments, with adjacent or attached multi-story residential blocks set farther back from the street.

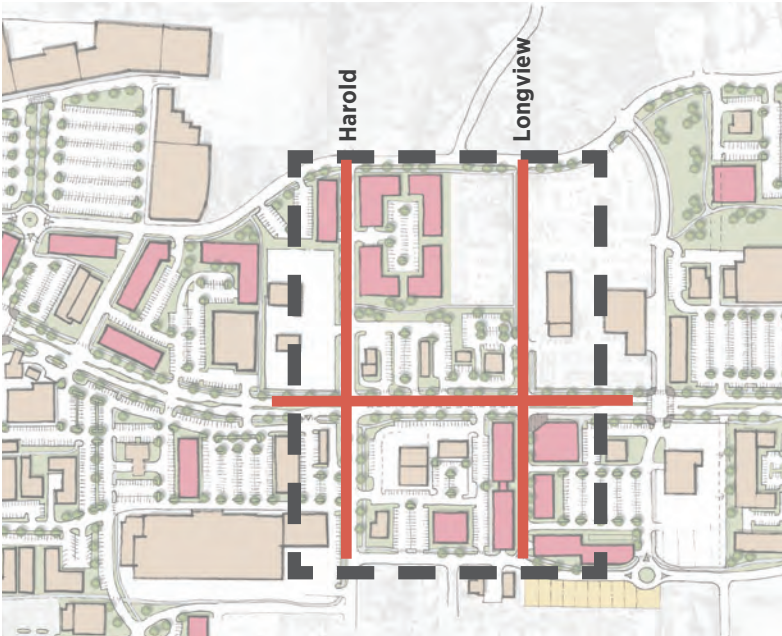
- In new development projects, require dedication of easements or right-of-way for secondary collector and drive connections that supplement College Avenue for local access; and for the continuous shared use off-street path generally as proposed in Chapter Six.
- Incorporate access management, landscaping and public space, and redesign of parking lots to provide cross access into future improvements of College Avenue. Establish a regulatory framework that requires cross access, becoming effective in coordination with the adjacent street project.
- Create regulations for a Drake Street enterprise neighborhood, maintaining current permitted uses but also permitting workshops, custom fabrication, and other types of “makerspace” establishments. Define initial boundaries of the neighborhood as College to residential property lines along the east side of Sunbridge Villas and the Redbud, Mimosa, and Evergreen Lane cul-de-sacs, from Sunbridge to Golden Eagle Drive, Include a sufficient residential buffer along the western edge of the enterprise area.
- Establish build-to zones that establish a maximum setback for new buildings oriented to College Avenue. In addition to defining the street, this will make some sites on the east side of the street more developable.
- Establish Sunbridge as an urban intensity node, with mixed use development and corner places focusing on the southeast and southwest quadrants of the T-intersection. Encourage higher residential densities and building scale at this node. Establish a secondary node around protected mid-block pedestrian crossing at a point between Sunbridge and Rolling Hills.



### FIESTA SQUARE SUBDISTRICT (Appleby to Millsap)

- Establish a Fiesta Square Special District with flexible regulations developed cooperatively with the property owner to produce a cohesive multi-building center. Provide flexible height regulations to provide both minimum scale and greater than normal maximums. Fashion the actual regulating framework should be fashioned around an adopted master plan.
  - Include dedication of right-of-way that to connect Appleby with Plainview and a continuation of Rolling Hills through the site.
  - Design new streets with a safe, protected path for bicycles, electric scooters, and other low-impact mobility devices. Integrate transit, including future bus rapid transit.
  - Develop urban streetscapes and sidewalk width along new streets.
  - Provide front entrance exposures to both College Avenue and the new Appleby/Plainview connection for new buildings with dual frontages. Develop urban corner places at the Rolling Hills entrance with build-to zones at or near property lines.
  - Require a minimum percentage of street level commercial use; and an adjustment of typical parking requirements.





- Establish street-defining build-to zones for new development with height limits up to four levels over parking along College and on major east-west connector streets, specifically an extended Harold Street from College to Parkview and Longview between a Lee/Hemlock east-side connection and Plainview. (see diagram above)
- Regulations for development forms and vertical mixed use should have a market-realistic minimum (such as 25% of the street level footprint) for street level commercial use. Development forms may allow single-level commercial components in the build-to zone as part of common developments, with adjacent or attached multi-story residential blocks set farther back from the street.
- Require a step-down of building scale adjacent to existing single-family neighborhoods. Typical intensity in such areas would be single-family attached or townhome configurations at gross densities of up to 12 units per acre.
- In cooperation with existing auto dealerships, develop new standards and initiatives that increase their compatibility with the concepts of corridor urbanism. These include improving the visual character of

street frontage consistent with the need to display products outdoors; improving circulation and customer access; encouraging low-impact expansions that create contiguous sites and avoid using public right-of-way for internal circulation; and promoting possible right-of-way trades to improve site function and implement transportation recommendations in this plan.

- Require dedication of easements or right-of-way for secondary collector and drive connections that supplement College Avenue for local access; and for the continuous shared use off-street path generally as proposed in Chapter Six.



**Pilot cycle track in Fiesta Square parking lot.** A pedestrian and bicycle link along a new Plainview-Appleby connector is a critical part of the transportation network.



**Sidewalk in the Fiesta Square subdistrict.** More recent commercial development has included College Avenue walkways.

- Incorporate access management, landscaping and public space, and redesign of parking lots to provide cross access into future improvements of College Avenue. Establish a regulatory framework that requires cross access, becoming effective in coordination with the adjacent street project.
- Encourage higher residential densities and building scale at the Longview node with a protected pedestrian crossing (such as a refuge median with HAWK signal) of College at a point between Longview and Harold. Establish corner places and a potential transit station stop at Millsap if required.



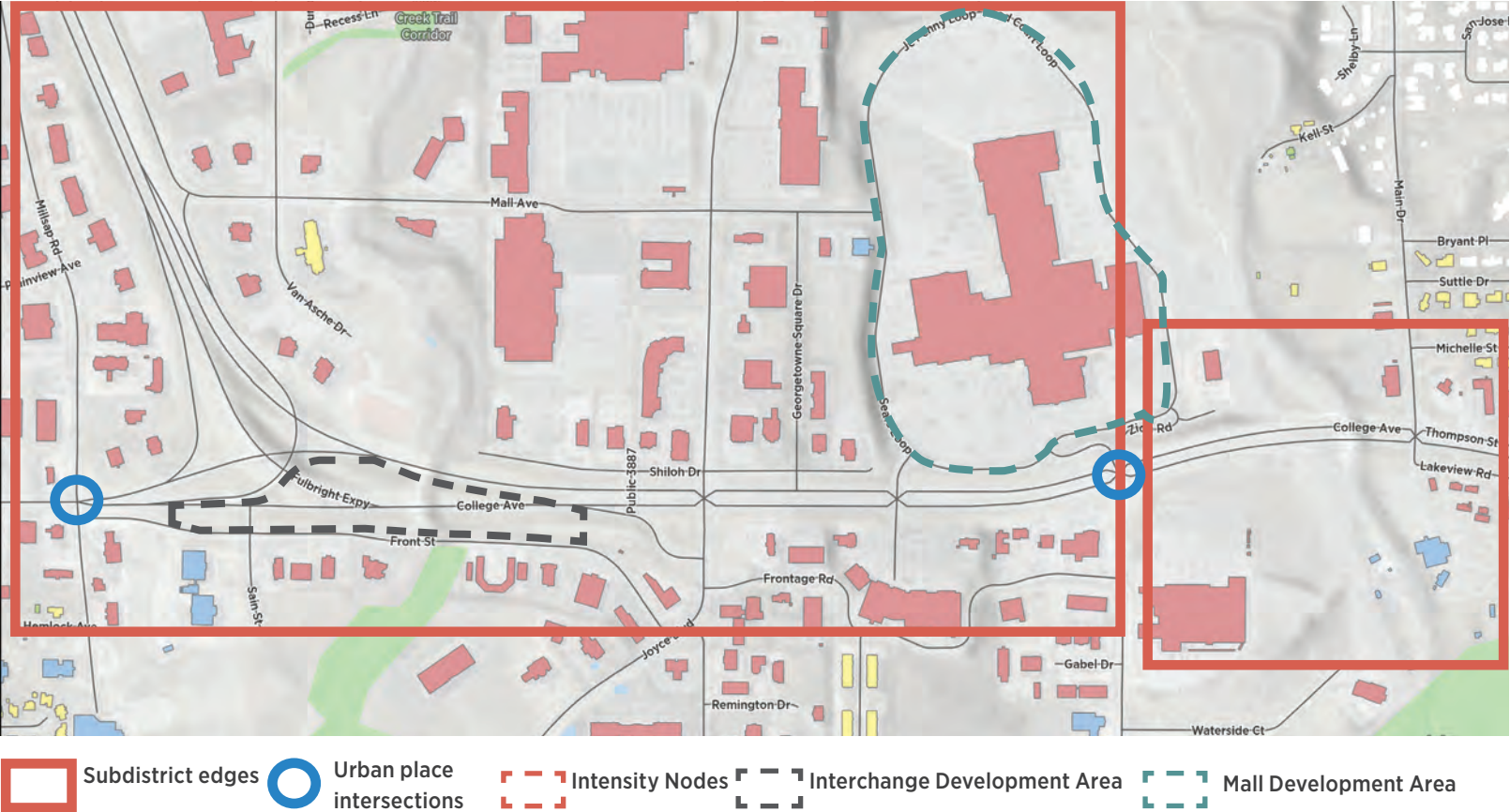
**Auto dealerships.** Dealerships are an important part of the 71B local economy. New regulations should improve compatibility with other commercial uses and nearby mixed-use development.



**Mixed use regulations.** A flexible regulatory plan can encourage redevelopment of the “Liquor World” shopping center and integrate the site into the surrounding neighborhood.



MALL/UPTOWN: Millsap to City Limits



FACTORS TO CONSIDER

- Dramatic changes in scale, speed, and access of the 71B environment, with urban corridor transitioning to the Fulbright Expressway interchange and ultimately to a six-lane, controlled access suburban arterial.
- Extensive use of parallel frontage and circulator streets for both local and limited pedestrian/bicycle access.
- Interchange breaks north-south local street continuity north of Millsap, to be improved on east side by proposed Sain-Vantage connection.

- Major point of regional trail access with grade-separated crossings of Mud Creek and Clear Creek Trails and nearby Scull Creek segment of the Razorback Greenway to the west.
- Direct trail spur from Razorback Greenway to Northwest Arkansas Mall.
- Proximity to the Washington Regional Medical Center Campus and University of Arkansas Uptown Campus, with major medical and general offices along Millsap/Futrell and Joyce Boulevard corridors.
- Large-format retail boxes and centers on the west side of corridor from Mud Creek to and including Joyce, with new multifamily



View toward Mall and 71B from the north.

residential developments along the west side of Steele Boulevard.

- Northwest Arkansas Mall is in transition, with relatively high vacancy and excessive parking, experiencing the market forces similar to those affecting other older regional malls.
- Surrounding single-family suburban residential in Fayetteville, Johnson, and Springdale.
- Major regional recreation resource at Lake Fayetteville, with excellent trail access, but relatively poor access and visibility from the main corridor.

GENERAL DISTRICT DEVELOPMENT RECOMMENDATIONS

- Adapt zoning categories to changes in the retail economy, encouraging uses that previously were not common in major commercial areas.
- Attune public policy to the realities of city finances. Because Fayetteville is highly dependent on sales tax revenues and faces substantial competition from other regional retail centers, guidelines that enhance the retail environment are important for economic sustainability.
- Implement major public (federal, state, and local) investments in transportation to improve access, safety, and the consumer experience in this area.



- Establish new regulatory and design guides to incorporate some of the features of newer “life-style” centers into this built environment including street definition; redesigned and upgraded parking with enhancements such as internal streets, parking blocks, and shade; and articulation and detail of buildings to provide human scale,
- Encourage integration of multifamily development and mixed use development.
- If an interchange redesign is implemented and opens redevelopment possibilities on former right-of-way, encourage high-rise development with appropriate regulations where projects can provide visual landmarks and high development yield with minimal impact on existing residential areas.
- Maintain existing access limitations on the main line and increase north-south collector connections on both the east and west sides north of Millsap. Provide for necessary dedications of right-of-way to accomplish connectivity, while avoiding negative impact on properties.
- Apply either a new zoning category such as the UT-1 concept described above or expanding more flexible C-3 zoning within this district.
- Improve the active transportation environment along the corridor, with special additional emphasis on the east side of 71B.
- Envision the Mall site as a mixed use environment, departing from its current configuration as a massive central commercial building surrounded by large quantities of surface parking. With property owners, develop a regulating regime that right-sizes parking, reworks circulation, and recognizes the value of both the eastern and western edges of the property.
- Upgrade access, visibility and land use Lake Fayetteville’s frontage along College Avenue.

UPTOWN/MALL SUBDISTRICT (Millsap to Zion Road)

- Create a Northwest Arkansas Mall Special District with flexible regulations developed cooperatively with the property owner to produce a cohesive mixed-use, multi-building project that may incorporate mid- and high-density residential and new commercial entertainment, food services, hospitality, and retail uses. Special district regulations may include:

- Dedication of peripheral right-of-way to serve development around the edges of the Mall site;
- Street design that provides a safe, protected path for bicycles, electric scooters, and similar modes;
- Integration of transit, including future bus rapid transit;
- Guidelines for street facades and commercial street level use along new streets;
- Flexible height regulations to provide both minimum scale and greater than normal maximums, typically up to six to eight stories;
- Urban streetscape and sidewalk width along new streets;
- Parking lot redesign and landscaping;
- A minimum percentage target of street level commercial use;
- An adjustment of Mall surface parking requirements.
- The actual regulating framework should be fashioned around an adopted master plan. However, a logical land use plan includes mixed use retail and residential on the west side of the district and a “restaurant row” permitting free-standing buildings on the southeast.
- Establish regulations to permit high-rise, mixed use development on land opened to private development by a future redesign of the Fulbright interchange, with permitted heights of up to ten stories with a minimum separation of 1,000 feet from any single-family zoned area. Maintain flexibility to accommodate a greater height limit with exceptional design.
- With substantial new development, require connections to adjacent trails, sidepaths, and sidewalks.
- Apply proposed regulations for large parking lot design that create distinct parking blocks of a maximum size (potentially no more than 25% of the total number of stalls provided in the lot) separated by interior streets or continuous landscaping.
- Establish an urban place at Zion Road. Because this environment does not have adjacent building entrances and is not scaled to pedestrians,

its design will include elements different from other more urban intersections along 71B.

- If a transit stop or station is established at Zion Road, require adjacent properties to partner with the City to provide a direct and safe pedestrian connection from the stop to commercial buildings.

LAKE SUBDISTRICT (Zion Road to City Limits)

- In coordination with developing an upgraded entrance from College Avenue to the lake, modify use and setback regulations along Lakeview between Main Drive and Lake Fayetteville Road to encourage uses consistent with outdoor recreation and the lake environment. Mobile and temporary uses such as food trucks and vendors are consistent with this concept, subject to permit requirements.



**Vacant Sears store at the Mall.** Large vacancies like this both reflect the changing retail environment and open possibilities for introducing new uses, as identified in Chapter Four.